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**ANALYSIS OF PERSONAL BRANDING AND LEADERSHIP BRANDING COMPANY OWNER AND COMPANY REPUTATION***Fitri Apriyani R Situmorang, Umami Salamah¹*¹ Universitas Indonesia, Jakarta**ARTICLE INFORMATION**

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A B S T R A C T

Today, many profit or nonprofit organizations, as well as commercial companies, are owned by people who have very strong character in society. With the characteristic of the person's personality, will give the impression to the company as well. Personal branding itself is a planned process in which people make efforts to market themselves. People have to differentiate themselves and stand out from a crowd. Then is to develop an active communication through managing behavior, communication and symbolism. Leadership brand is a reputation for developing exceptional managers with a distinct set of talents that are uniquely geared to fulfill customers 'and investors' expectations. A company with a leadership brand inspires faith that employees and managers will consistently make good on the firm's promises. How is the use of personal and leadership branding, if the person is the owner of a company? What makes the personal and leadership branding matter to the company reputation? Company reputation is the goal as well as an achievement to be achieved for the world Public Relations. For the company, reputation is a form of trust from the society. So, if a company experiences a public trust crisis it will have a negative impact on reputation and will require a lot of effort to grow and rebuild trust, and reputation of course. The reputation that we want to see in this study is from the stakeholders of the company. But how is the relationship between personal branding and leadership branding of company owner on corporate reputation in the eyes of stakeholders?

INTRODUCTION

Personal branding and leadership branding today are mostly done by important people who have influence on their surroundings. The importance of brand is not just for the company, nowadays, personal branding and leadership branding are more visible than corporate branding. Several reasons for personal branding by Jane Tabachnik (2007) are; technologies that change the current career structure. Why? The majority of workers today have worked in several companies, not just one.

Personal branding is an effective medium to show who you are, and what makes you different and unique from your personality. Second, because of the change in the way we communicate. With the internet as a new media, allowing us to appear on behalf of the company or as ourselves alone. If you are known as a friendly, intimate, and consistent person, then it will be easier to see it through the internet. Then after a person has a strong enough personal branding, in this study will discuss about leadership branding. This leadership branding

that explains how a leader, in this case is the owner of the company can create a brand for leadership in the company. What he does, and how it affects the company's reputation. Furthermore, it can open to opportunities for future business relationships.

This study would like to analyze the personal and leadership branding done by the owners of the company, with the purpose of the certain goals set by the leadership branding actor, and how it affects the company reputation.

The case that will be raised in this study is personal and leadership branding conducted by the owner of one of the big business groups in Indonesia (bank, property, health, media, etc.) initials "Mr. T", through the news displayed on the internet.

LITERATURE & METHODOLOGY

Personal branding has several diverse definitions from experts. Arruda (2007) stated personal branding means identifying and communicating what makes you unique, relevant, and engaging, so you can differentiate yourself from others and improve your career or business. Personal branding is an understanding of your unique attributes, your strengths, your skills, and your passion, and uses them to separate you from your competitors and guide your business decisions.

Thomas Gad in Rampersad (2008) argues that personal branding is a sleek and systematic way to be clear and sure as a person, not just in the eyes of others, but in your own mind. Deckers and Lacy (2013) states that personal branding means creating the right emotional response, in accordance with one's wish when hearing his name, viewing it online, or meeting him in person. The right response is not to be someone else. It's about being yourself, sounds, interests, habits and anything that people want to know about when hearing someone's name.

Personal branding including managing reputation, style, appearance, attitude and ability, just like marketing runs a brand. The idea is to develop some symbols and associate with oneself, based on names, faces, and jobs just as the company does. (www.exilelifestyle.com).

From several definitions of personal branding above, it can be concluded that personal branding is how to communicate all the potential of self and its attributes to others, so that others

can know the person in accordance with the attributes contained in him, and everything is in harmony with the person's thoughts.

For Montoya & Vandehey (2008), which further simplify the elements of personal branding, divided into three: (1) You, the man himself. Someone can form a personal branding through a polished and well-crafted communication method. Personal brand is a picture of what society thinks about a person. Personal branding reflects the values of personality, skill and quality that make a person different from others; (2) Promise, personal branding is all about promise. A responsibility that is expected to meet the expectations that arise to an audience about a person; (3) Relationship, a good personal brand will be able to create a good relationship to the audience. The more attributes an audience can accept and the higher one's power, indicating the better the relationships that exist in the personal branding.

The next step after personal branding is leadership branding. Leadership brand is a reputation for developing exceptional managers with a distinct set of talents that are uniquely geared to fulfill customers 'and investors' expectations. A company with a leadership brand inspires faith that employees and managers will consistently make good on the firm's promises. (Smallwood & Ulrich, 2007). Why is leadership brand so important? Branded leadership creates a different leadership culture that penetrates the entire organization. If these different cultures are aligned with business strategy and are closely related to the desired business outcomes that the organization wants to achieve, this can be a source of competitive advantage.

Ulrich (2007) stated that brand leadership creates value by differentiating the quality of corporate management. Investors are more confident (and more willing to pay premium prices for) companies that have a track record of delivering results and also have "branded" leaders who instill confidence in their ability to give back in the future. The result of a leadership brand focus is good management that is unmoored from individualism yet lasts over time. As companies begin to develop and "graduate" excellent leaders, they engender a reputation for very high-quality management, which is the essence of a leadership brand.

A leadership brand specific to who you are as a leader. Your personal strengths and talents plus your behaviors (e.g., what you do, how you do it, what you prioritize) equal your value to the audiences and people you serve. In effect, your brand is your reputation: what you want to be and are known for.

Stated by Ulrich & Smallwood (2007), a leadership brand shows up not only in stable stock prices but in a higher market value. Increasingly, the market value of a company is determined by its intangibles, such as its ability to keep promises, design and deliver on a compelling strategy, ensure technical excellence, hire and retain smart people, build strong organizational capabilities, and, especially, develop strong leadership. As leaders at all levels of the company learn how to master both the core skills of leadership and the essence of the leadership brand, they will increase the value of their organizations. By focusing on leadership, not just leaders, and by evaluating everything from a customer perspective, firms create the institutional systems and processes that will sustain them year after year.

This study used the content analysis as the research method. Content analysis examines documents in general category of meaning. Researchers can analyze a variety of documents, ranging from personal papers (letters, psychiatric reports) to the history of human interest (Gubrium, 1992). According to Emzir (2010), qualitative content analysis requires observation in the textual field and involves the interpretation of the text given in the new narrative.

Content analysis is appropriate for this study because the study of Mr. T's personal branding as a company owner focuses on the use of Internet-based organizations media. Websites and other coverage results are chosen because they become adequate documents for content analysis.

Patton (2002) states, secondary data is data obtained by a researcher indirectly from the object of research, but the data obtained from other sources, both oral and written. Secondary data can be data sources such as documents containing archives of the organization, data coming from the internet, libraries, and other sources. As a secondary data, this study uses literature review and previous studies. Other

information from online-based news is also taken to add information.

RESULTS & ANALYSIS

The research studied how personal branding and leadership branding conducted by the owner of one of the largest business groups in Indonesia, Mr. T, judging by the new media (internet), and how it affects the company's reputation.

Mr. T's background: owner of several companies or business group, born in Surabaya, March 26, 1952 (65 years old by 2017) is an entrepreneur in Indonesia, an investor, a philanthropist, and a founder of a holding company that has several business units in Indonesia. Its business units include banking, media and TV cable, property, hospitals and duty-free shopping (DFS) shop chains. He became known for being the richest twelve in Indonesia and a philanthropist who could contribute US \$ 75 Million for health.

These following pictures are some of the results of personal branding and leadership branding conducted by Mr. T, and spread on the internet related to how the personality and attitude of Mr. T;



Source: Tribun News

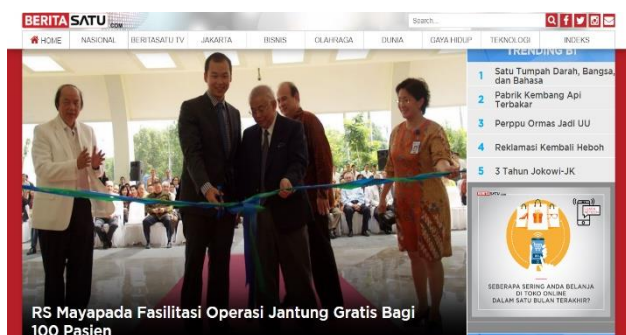
Graphic 1 Mr T with Migrant Workers

The news above has just been written in September 2017 by *Tribun News*, which informed that Mr. T provided grants of US \$111,000 (nearly Rp1.5 billion) to 12 labor migrants working in Amman, Jordan whose salary was not paid by their employers.

Second news is from *Berita Satu*, one of the major online news channels in Indonesia, announces that one of the business units of Mr. T, which is a private hospital in Jakarta, provided free heart surgery for 100 underprivileged and needy patients. Mr. T's hospital is budgeted for one heart patient around Rp120 million. This free

heart operation was carried out for three months. After that there were other free service programs, such as dialysis and even kidney transplants. The entire budget for this operation was borne by the hospital. By registering, patients who really need this service was treated immediately.

"It has become our duty as a health care provider, as well as a thanksgiving for the blessings we have received with the establishment of the hospital," Mr. T in his speech at the inauguration ceremony of the hospital.



Source: BeritaSatu

Graphic 2. Mr, T Provides Heart Operation

Two news below reported by MetroTvNews.com and Kompas.com, stated Indonesia's leading philanthropist, Mr. T, awarded one million US dollars for Syrian refugees in Jordan after a visit, and saw how their conditions were almost hopeless. The donation was submitted by Mr. T in the office of the United Nations High Commissioner for Refugees (UNHCR) Representative in Amman, Jordan, Wednesday (26/10/2016).



Source: MetroTV News

Graphic 3. Mr, T Cares for Syrian Refugees



Source: Kompas.com

Graphic 4. Mr, T Assists Syrian Imigrants

There are a lot more news can be accessed on the internet about Mr. T. But from some of the chronology representatives above, personal branding and leadership from Mr. T are very prominent and have become a distinctive feature of his personality. Among other things, the thing that stands out from the character of Mr. T is generous, good at leading, quick to make decisions in times of difficult and humble circumstances.

Which is unique, all secondary data for this study, none of which are made by Mr. T himself, such as Twitter account, Facebook, personal blogs etc., which allows him freely to inform his activities. The majority of data from this content analysis is the result of news reporters and coverage of major media that have a great influence on the community, especially in Indonesia. When people search data from Mr. T on search engines like Google, almost no controversial or negative news is listed at the first sight, because usually as a person who has a broad business all over the country, will be very vulnerable to someone being reported negative. According to Rampersad (2008), there are channels that can be used in personal branding. Some of personal branding and leadership branding that used by Mr. T are:

Writing a book. Mr. T wrote his book in 2015 entitled "Living Sacrifice" which tells the story of Mr. T's life from his childhood until now. About his struggles in finding his identity and his struggle to pursue his career and success until it can be like today. Media such as book can be used to get the audience to know more about the character of personal branding and leadership branding actors to the fullest.

Mr. T also conducts public speaking at seminars and business meetings that become one of the conventional ways of personal branding

and leadership branding. In such a direct encounter, it will be obvious how the character of a person and will be less likely to manipulate the true identity.

CONCLUSION

This study analyzed the personal branding and leadership of the owner of one of the largest business groups in Indonesia which was examined based on secondary data from the internet.

In this study, Mr. T succeeded in doing what kind of personal branding and leadership branding he wanted people to know. In personal branding, many elements and channels are used effectively by Mr. T. for example by writing a book, public speaking, making donations through many social events, and others. So, the result, the audience exposed by personal branding and leadership branding from him captures the same in majority, that is Mr. T is a generous character, can lead the organization well, clever in making decisions in difficult times, and is a humble person in terms of humanity.

In the future, with the personal branding and leadership branding content analysis from Mr. T can be developed in the future for the benefit of more in-depth and empirical research. The result of succeed personal branding and leadership branding done by Mr. T can have high potential for a good corporate reputation as well. Stakeholders exposed by personal branding and leadership branding from Mr. T will consider personality factors in addition to business decisions based on data. For example, stakeholders such as bank customers, who are exposed to that brand from Mr. T is good, maybe it will be more loyal in the future.

Then, other stakeholders such as government, especially the Indonesian government. With many contributions from Mr. T in building this city and nation, will open many wider opportunities for business networks conducted by Mr. T in the coming years. Thus, this study needs to be further investigated and evidenced by the measurable empirical data.

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